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We Want To Hear From You!
How do you engage your company to support United Way? Share your ideas or photos with United Way staff.
Make your United Way Campaign Fun. It is easy to do. Here are some proven ideas that will help you meet your Workplace Campaign goals by building morale, capturing your co-worker’s attention and encouraging the completion of pledge forms. You can accomplish this even when you have limited time and no budget.

Helpful hints:

• DO NOT pressure co-workers. Encourage them to complete their pledge form but do not make it a requirement.

• Set a campaign goal for your workplace to meet.

• Provide visual inspiration with campaign video, posters, brochures, etc.

• Invite United Way speakers and program partners to inform donors about the impact their donation can make.

• Educate donors about United Way initiatives and answer any questions they may have with the support of United Way staff.

• Sign up for an Impact Tour with fellow colleagues so that you can see first hand how your donation is transforming the health, education, financial stability, and basic needs of our community. Share this with your colleagues at a staff meeting.

• Plan fun events that will inspire participation.

• Thank each donor!
KEYS TO A SUCCESSFUL CAMPAIGN

1. Good planning
2. Companywide participation
3. FUN

When beginning your campaign, consider these two questions to assist you in successfully meeting your company’s campaign goal.

WHAT DO WE HOPE TO ACCOMPLISH WITH THIS SPECIAL EVENT OR FUNDRAISER?

• Strengthen our community
• Raise money to impact change
• Boost employee morale
• Honor Leadership Givers
• Engage new volunteers
• Reward the team

WHAT RESOURCES DO WE HAVE AVAILABLE?

• People
• Fun incentives
• Speakers to inform and inspire
• Personal communication
• Budget
• Posters, videos, brochures, pledge forms
• Success stories
• Engaging events that foster connection
Special Events

Everybody Loves Food

Build Your Own Ice Cream Sundaes
Have a wide variety of Sundae toppings (nuts, fruit, cookies, gummy bears, crushed candy bars, whipped cream, cherries, etc.) available for sale for employees to build their own sundaes.

Nacho/Pretzel Sale
Sell large plates of nacho and/or soft pretzels with cheese and jalapeno peppers.

Root Beer Float Fun
Buy necessary ingredients. Floats made and served by executives can be a fun treat for those who pledge to United Way.

Walking Taco Sale
Sell individual bags of corn chips with divided plastic or foam containers filled with taco meat, cheese, sour cream, tomatoes, lettuce, packets of hot sauce, etc.
Chili Cook-Off
Have employees cook their favorite chili recipe and enter it into a cook-off contest. Have a group of “Celebrity Judges” taste and vote on their favorite chili. Have employees pay $5 to sample each of the entrees. Give ribbons or certificates to the winning person or team. Put the photo of winners in employee newsletters to let everyone know who the “chili champion” of the year is.

Donut Eating Contest
Employees raise money for United Way by sponsoring contenders on a per-donut eaten basis. The winner is determined by either eating the most donuts in a time frame or the first to finish a set number of donuts.

Soup Line
Employees sign up to bring their favorite soup or bread. Set up at lunch time and charge participant’s fees for a bottomless bowl to try one or all.

Warm Beverages
To help offset the chilly winter weather, why not host a specialty warm beverage day with flavored hot chocolates and coffees in addition to fun toppings. Each toasty mug is $2 to be donated to United Way.

Restaurant Tree
Donated gift cards from numerous restaurants are hung on a tree. Raffle tickets are given to donors who enter to win one of the gift cards.

Spaghetti Lunch
Host a spaghetti feed and charge by the bowl.

Food Sculpture Food Drive
Collect food donations and design food into a sculpture for a contest between co-workers or departments/branches.

Baked Potato Bar (or mashed)
Make baked potatoes or mashed potatoes and sell with a variety of toppings.

Executive Chef
Auction off dinner for two or more at the home of an executive.
Candy Grams
Sell candy grams to employees for a small fee and deliver them on the last day of your campaign. Try to pick a treat that ties into your campaign.

Order Up
Take orders from your co-workers for take-out from their favorite restaurant. Pick up the food and charge a delivery fee benefitting United Way.

State Fair Pie Tasting
Invite employees to bake or purchase a prize winning pie and let co-workers pay a fee to taste and vote for their favorite.

Apple Bob
Fill buckets with water and apples. Tarps, goggles, shower caps and towels are recommended. On “go,” contestants compete for 3 minutes to grab the most apples with their mouths (no hands!). Employees nominate contestants and vote using change or cash in jars.

Sticky Situation
This competition involves throwing and hitting skills. Put a thick paste of peanut butter on the surface of a bread slice. Now put that slice on the table, butter covered side should face the sky. The contestant should stand some distance from the table. The games starts with the contestant throwing balls one by one to try to touch the bread. The one who successfully bounces the ball and is able to stick to the bread, wins the
game. Props: peanut butter, bread, ping pong balls, and a small table. Fees can be charged to play.

**Chocolate Unicorn**

This game is inspired by a unicorn horn. It’s very simple. Each player is given 7 chocolate cakes (e.g., Ding Dongs). The contestants have to place each cake one after the other on their forehead; meaning their forehead should be facing the sky. As the stopwatch starts, the contestants start placing the cakes one by one. The full structure of balanced cakes should be there for at least 3 seconds. The one who does it wins the game. Props: Ding Dongs or 7 chocolate cakes. Co-workers could take bets on who will win to raise money.

**Junk In The Trunk**

This is a funny and energizing game. Each contestant receives a tissue box with eight ping pong balls in the box. Now with help of a belt or rope, each contestant sticks the tissue box on their back. As the game starts the contestant starts shaking their body to empty the tissue box. The one who completes it successfully within sixty seconds, wins the game. The only rule is he/she can’t use his/her limbs, only contestant’s trunks
should be shook and used to clear the balls. Props: Tissue boxes, 8 Ping Pong balls (per person). Colleagues can pay a fee to enter a willing co-worker in this fun minute-to-win-it game.

**Balloons Defying Gravity**
As the name suggests the game requires you to break the force of gravity by balancing balloons in the air for 60 seconds. It is a very simple game that is one of the best minute-to-win-it games. The game requires the contestant to stand with three balloons before starting. As soon as the stopwatch starts, the contestant needs to hit all the three balloons in the air. Now they have to hit the balloons one by one to keep them up in the air for one minute. They can’t hold the balloons in the game; they just have to hit the balloons. Props: 3 Balloons. Either pay a fee to win or to enter a willing colleague.

**Dollar-an-Inch Contest**
Executives participate in an all-day competition with a goal of ending the day with the shortest tie. Don’t forget the ladies, they can wear ties too! Employees cut an inch off their favorite executive’s tie each time they donate. Give out prizes for the shortest tie, the ugliest tie, etc.

**Executive Dunk Tank**
Employees pay per ball for a chance to dunk their boss or pay a higher fee to walk up and press the “dunk” button. Participants pay extra to add a bag of ice to the dunk tank water.

**Tacky Toilet**
Inspire competition between departments or branches. Put a toilet on a platform, with a plexi-glass lid with a slot under the seat. Employees must fill the bowl with change before they can pass it on to the next location. Each location must add a “tacky” decoration (such as a hula girl, etc.) to the toilet before they pass it on. Post a sign saying “Don’t’ flush your money away. Give to United Way” to inspire customer giving!

**Football Helmet Drive**
Use football helmets for employees to drop in loose change all week.

**Airplane Toss**
Throw paper airplanes through a hula-hoop. Charge per throw. You may have to show them how to fold the airplanes, but lessons will cost. This is a great event if you have a big department.
Penny Wars
Divide the office by department or teams and have a money jar assigned to each. Members of each department deposit pennies, nickels, and dimes into their own jar and place quarters or “green” into the jars of the other departments. Pennies count as positive while quarters and “green” are negative. The department with the highest number (or often the case, the least negative number) wins a lunch provided by the company. Participation often increases when managers agree to do something silly if their department loses.

Pentathlon
Schedule noon-hour events each day of the week. Some suggested events are paper airplane-throwing, wastebasket basketball, an obstacle course and a briefcase toss. Charge a fee to enter, encourage interdepartmental competition and hold finals in the main lobby so that employees can cheer on their colleagues.

Tricycle or Office Chair Race
Have Senior Management compete in a tricycle (or office chair) race around a pre-determined track. Staff can then place bets on who will win.
Email Bingo
Email bingo can take place all day unlike traditional bingo. Sell bingo cards to email users. Throughout the day, call out bingo numbers using email. The first email user to get bingo should then reply to all. Solicit contacts/suppliers for prize donations.

Lego Guessing Game
A large jar is filled with Legos and employees pay a fee to guess how many are inside. Prize is awarded for the closest guess.

Pie Toss
Recruit management to help you with this carnival classic. For a fee, employees nominate management or a willing employee to receive a pie or sponge in the face. Give employees the opportunity to toss whipped cream pies or damp sponges at willing volunteers. Make sure that targets wear garbage bags to protect their clothes.

Pass the Mascot or Live United Costume Contest
Obtain a cardboard cutout of a mascot of choice or a Live United cardboard cutout. Come up with a creative phrase which promotes involvement with United Way. Each department or branch can add costume items to compete for the best accessory business wide.
Duct Tape
Employees purchase strips of duct tape to tape the CEO to a wall.

Kiss the Pig
Voting with their money, employees vote which executive staff will have to kiss a pig.

Bring Your Dog to Work Day
Allow your co-workers to bring their pets to work and organize a tricks competition or costume party. If allergies are a concern, try Pet match Day: employees bring a photo of their pet to the office, and co-workers try to match the animal to their owner.

Hour of Music Sale
Employees buy a song or half-hour of music to be played in the workplace. (This can be for a shorter amount of time during lunchtime).

Buy a Boa
Purchase brightly colored feather boas for employees to buy. The purchaser chooses a person to wear the boa. In order to get rid of the boa, the wearer must pay to pick another employee to wear it. The boa must be worn at least 10 minutes prior to choosing another lucky boa-wearer.

Jail
A person gets put into jail (e.g., janitor’s closet). This co-worker has to donate or raise money to get out of jail.

Back to High School
Employees bring high school pictures of themselves. Have a contest to guess the year of the photo and who it is. A fee could be charged to enter.

Kodak Moments
Use cell phone cameras or hand out disposable cameras for employees to take pictures of a special event, a typical workday, or of a staff volunteering or helping others in any way over a period of time. Give a prize for the best Kodak moments and display photos in the office for all to see and to promote further acts of kindness.
**Dress-up the Boss**

Boss wears a costume voted on by all employees if the campaign goal is reached. Examples: tutu, animal costume, devil costume, etc.

**Up on the Roof**

Solicit supervisors, managers, directors and CEOs to participate. Employees raise a set amount of money for the boss to spend a lunch period or night on the roof in a tent. Plan a cookout, so everyone can watch the boss on the roof.

**Octobeard**

Beards are grown throughout the month of October (or when you run your campaign). Contestants pay to participate. At the end of the month there are 3 or 4 days of “beard carving,” where beards are shaved into different shapes. Pictures are taken and voting commences! Voting consists of donating change (negative points) and cash/checks (positive points).

**Fuzzy Slippers/High Heels**

Find a large pair of high heels or slippers and let employees pay to choose a co-worker to wear the shoes for a set amount of time. Take a photo of each person and vote on a winner!
**Special Events**

**Box Raffle**
Boxes are placed in highly trafficked areas with the name of a prize on each. Employees buy tickets and put them in the boxes corresponding to the prize they want to win.

**IMPACT Tours**
Sign up for an IMPACT Tour with some of your colleagues. This gives you insight into United Way's Health, Education, Financial Stability and Basic Needs initiatives so you know the impact of your donation. Sharing your experiences in a staff meeting and with co-workers upon your return is a great way to show your support.

**Speaker/Informal Meeting Incentives**
Hold a workplace meeting and have a representative from United Way and/or a partner agency give a presentation. Offer donuts, coffee or raffle tickets and a raffle prize to attendees.
Front Row Parking
Hold a drawing for front row or reserved parking spots to employees who donate for a specified period of time (1 month, 3 months). This parking spot is especially appreciated during the winter months.

Casual Day
Let your co-workers relax by paying a certain amount to wear casual attire to work. Get as casual as possible: jeans, tennis shoes, sports apparel, hats, slippers, etc. Contact United Way of the Greater Chippewa Valley for stickers that say, “I Dress This Way for United Way” and distribute to participants.

Auction
Ask employees to donate an item to be auctioned off for money. Items can include old items from home, a service (e.g., car wash) or handmade item (e.g., baked goods or crafts). Advertise your auction well in advance and combine it with a potluck lunch.

Day of Caring
Organize a group of employees to participate in Day of Caring or work with your United Way representative to plan a volunteer event for your staff.

50/50 Raffle
Conduct a cash raffle with 50% of funds raised to winner and 50% to United Way. Raffle license provided by UWGCV.

Thank You Drawing
Collect a variety of gifts – either donated, purchased, or intangible goods such as vacation days, lunch with the CEO of your company, front row parking pass, etc. Every contributor to United Way is entered into the drawing to encourage employees to pledge.

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Low or No Cost Incentives

Thinking of prizes and awards for contest winners can be difficult and expensive. Use these ideas for low or no cost incentives to award prize winners of campaign-related contests or to recognize outstanding effort.

- CEO for the day
- Prime parking places
- Day or half day off with pay
- Executives serve lunch to employees
- Birthday off
- Time off to go to child’s school event
- United Way promo items- shirts, cups, pens
- Company promo items- shirts, caps, coffee mugs, pens
- Computer lessons from knowledgeable employee
- Two hours off per month to volunteer with United Way
- Feeling Well Day off with pay
- Sleep in late day
- Write personal thank you notes
- Volunteer to do someone else’s undesirable tasks
- Name a rotating award after an outstanding employee
- Create a unique, catchy award that is an honor to receive
- Create a Wall of Fame to display pictures of loyal contributors
- Flee by 3 - leave at 3 p.m. on designated days
- Traveling trophy for the department with highest participation or volunteers
- Provide a free YMCA membership or passes to a fitness club
- Pass out raffle tickets which can be accumulated and redeemed for special gifts
- Do the job of the “front line” employees
- Have the CEO or senior executives write a personal note of thanks
- Match an employee’s donation to United Way
- Have free refreshments in the cafeteria or break room
- Offer free popcorn every Friday (or every day)
- Managers take employees to lunch or dinner
- Department pizza day
- Award a “dinner for two”
- Tickets to sporting event
- Gift certificates
- Movie or concert tickets
- Lottery tickets
- Gas card
- Massage at local spa
- Cookie jar filled with cookies weekly
- 2 hour lunch break
- Office redecorated or cleaned
- Company picnic
- Picnic basket full of goodies
- Have an executive volunteer shave their head if the company meets its United Way goal